

Downtown Business District
Meeting Minutes
Wednesday, May 25, 2016
330 Main Street, Middletown, CT

Attendees

Diane Gervais (Chair)	Mike DeSena (Police Department)
Gary Nagler (Commissioner)	Geen Thazmapallath (Director of Parking)
Marc Levin (Commissioner)	Tom Marano (Planning Department)
Peter Harding (Commissioner)	Matt Lefebvre (Middlesex Music Academy)
Mike DiPiro (Commissioner)	Pamela Steele (Pamela Roose Specialty Yarns)
Mary Ann Perrotti (Commissioner)	Chu Ngo (Lan Chi Restaurant)
Valerie Scribano (Commissioner)	Cathy Duncan (Chamber of Commerce)
	Lisa Melaven (DBD Office)

Minutes -

- Motion made by Marc Levin to approve
- 2nd by Mike DiPiro
- Minutes accepted

Treasurer's Report – Mike DiPiro

The DBD is in good financial standings. Lisa will be submitting a letter to the Tax Collector asking for the final payment for the 2015-2016 fiscal year.

- Motion made by Marc Levin to approve
- 2nd by Val Scribano
- Treasurer's Report accepted.

Chair Update – Diane Gervais

Beautification: Lisa will be contacting Buds and Blossoms regarding summer planting.

Gift Cards: New processor the Square is up and running. We purchased 3 ipads all is going well so far. We were assessed cancellation fees; I was able to get them reduced. From now on there will be no hidden fees and no contracts so it will be much more straight forward.

Marketing: Our new brochure is printed and will be distributed this week. We had many new additions. Thank you to Lisa for all of your efforts with the marketing packages. The invoices will go out for those in June for July payment.

A group of us met after the last meeting and created four new vignettes for four new commercials. Mark and I met with Tag Team and finalized the details and Lisa will be going out to the businesses in the next couple of weeks to let them know. We have created a document for them to sign, in the hopes that some of the pitfalls

of the previous commercials will be avoided. Most notably that an owner or manager needs to be present during filming. Tag Team is currently casting for the actors.

I represented the DBD at the ground breaking of the new Fed Ex facility earlier this month and attended the Herd grand opening and the Business after work for Connecticut Rental. I have been included in meetings of building owners regarding the search for increased parking availability in the central block on the Chamber side and the group has indicated that they would like the city to pursue decking the lot A (Kidcity) lot to create more parking for visitors to the downtown.

Maintenance – Tom Ford

None

Chamber of Commerce – Cathy Duncan

Grand Openings are as follows:

- Thursday, June 2nd – The HopKnot at 4:00pm
- Wednesday, June 22nd - Perk on Main at 4:00pm
- Thursday, June 23rd - Forest City Brewing at 4:00pm
- Creative Girl Studio – TBD

Upcoming downtown events are as follows:

- Wednesday, June 15th – Car Cruise Night; Rain date Wednesday, June 22nd
- Wednesday, July 20th – 5K Road Race; No rain date
- Wednesday, August 10th – Middletown Motorcycle Mania; Rain date Wednesday August 17th
- Friday, June 3rd – Golf Tournament

Business after work:

- Monday June 13th - The Canoe Club from 5:00 -7:00

Police Report – Mike DeSena

Mike reports they have been getting busier with the warmer weather. New officers are walking the beat, stopping in and out of businesses. Need to address the issue with skateboards and bicycle riding down the sidewalks. The signage in use is not very effective. Chu from Lan Chi reports panhandling is on the rise and business planters are being vandalized.

Planning – Tom Marano

Tom reports Fed Ex building will be breaking ground in July. On the City website, click on the community video link to see “what Middletown’s all about”

Parking Report - Geen Thazhampallath

Geen reports the City of Middletown has installed 12 electric car charging stations in the Melilli parking lot. Through a grant the City is planning on purchasing 6 new electric cars. Geen is looking into creating 6 to 10 parking stalls where the motorcycles presently park. The parking department is planning to do some beautification upgrades to Lot A (Kidcity), such as removing the fence near the church, installing new guardrails, and decorative planters. Geen is planning on sending the Mayor a letter including the DBD regarding the panhandling at the parking meters. Gary reports there is panhandling at the Bank of America.

Public Works – William Russo

None

New Business –

None

- Motion to adjourn by Marc Levin
- 2nd by Marc Levin